

EDITOR & PUBLISHER
27 November 1965

New PR Company

BOSTON

A new public relations counselling firm, E. M. Gilbert & Associates, has been formed here, headed by Emanuel M. Gilbert, who resigned as special assistant to the president of Brandeis University. A veteran of 25 years in the PR field, Mr. Gilbert served in an executive position with the Edward L. Bernays firm in New York. He is a former *New York Times* education reporter.